

Amendments To The Drawings

The attached drawing sheets include changes to FIGS. 1a-1b, 3-5, and 11-13.

These sheets are requested to replace the original sheets of FIGS. 1a, 1b, 3-5, and 11-13.

Attachment: Replacement Sheet(s) of FIGS. 1a, 1b, 3-5, and 11-13.

Marked-up Sheet of FIG. 16, now cancelled.

REMARKS/ARGUMENTS

Reconsideration is respectfully requested.

Claims 1-31 are pending before this amendment. By the present amendment, claim 18 is canceled without prejudice; and claims 1-3, 5-6, 9-12, and 24-31 are amended. No new matter has been added.

In the office action (page 2), FIGS. 1a-1b, 3-5, 11-13, and 16 stand objected to for utilizing improper shading. Replacement sheets FIGS. 1a-1b, 3-5, and 11-13 with shadings removed are attached in the appendix of this paper. The examiner's approval and acceptance is respectfully requested. FIG. 16 is cancelled (a marked-up sheet of cancelled FIG. 16 is attached) as FIG. 16 is not considered necessary. The texts in the specification corresponding to FIG. 16 are also deleted.

In the office action (page 2), claim 1 stands rejected under 35 U.S.C. §101 as being directed to non-statutory subject matter.

In response, claim 1 has been amended to place the subject matter of these claims statutory under 35 U.S.C. §101. That is, the claim term "search list order" has been amended to --search listing--, and claim 1 has been amended to add a limitation --generating the search result list including the arranged at least one portion of the search listings--, and as such the subject matter of claim 1 is directed to generating a tangible result. This is not a mere manipulation of mathematical formula or acts of performing an abstract algorithm. At least for these reasons, withdrawal of the current rejection is respectfully requested.

In the office action, claims 1-6, 28-30 stand rejected under 35 U.S.C. §102(e) as

being anticipated by U.S. Publication No. 2001/0056396 (Goino). In the office action, claims 9-15, 17-19, 21-23, 26-27 and 31 stand rejected under 35 U.S.C. §102(e) as being anticipated by U.S. Publication No. 2002/0165849 (Singh). In the office action, claims 7-8 stand rejected under 35 U.S.C. §103(a) as being obvious over Goino in view of U.S. Publication No. 2004/0193489 (Boyd). In the office action, claims 16 and 20 stand rejected under 35 U.S.C. §103(a) as being obvious over Singh in view of Boyd. In the office action, claims 24-25 stand rejected under 35 U.S.C. §103(a) as being obvious over Singh in view of U.S. Publication No. 2004/0039524 (Harrison, JR.).

The applicants respectfully disagree.

In response to the rejections, the independent claims 1, 9, 26, 28, and 30 have been amended to incorporate the following limitation --determining the lowest limit bidding price for each keyword, the lowest limit bidding price being determined in consideration of at least one of a number of page views for each keyword, a basic unit price per one page view and a weight associated with a preference for the each keyword, and receiving bidding prices higher than or equal to the lowest limit bidding price-- (claim 18) as this limitation is not taught or suggested by Singh, whether Singh is considered individually or in combination with any of the other cited references.

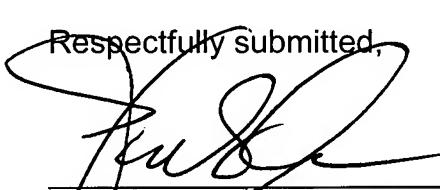
Singh at [0018], lines 17-20, cited by the examiner in the office action page 21 (i.e., "In the case where the bid of the listing ranked below theirs has decreased, some advertisers may wish to lower their bid to reduce the amount they pay while still maintaining their position in the results set.") does not teach or suggest the claimed limitation such as --the lowest limit bidding price being determined in consideration of at least one of a number of page views for each keyword--, among others. At least

for these reasons, the applicants respectfully submit that claims 1, 9, 26, 28, and 30 are now in condition for allowance over the cited references. All dependent claims are also considered to be allowable at least since they depend from one of claims 1, 9, 26, and 28, which are now considered to be in condition for allowance over the cited references.

For the reasons set forth above, the applicants respectfully submit that claims 1-17 and 19-31, now pending in this application, are in condition for allowance over the cited references. Accordingly, the applicants respectfully request reconsideration and withdrawal of the outstanding rejections and earnestly solicit an indication of allowable subject matter.

This amendment is considered to be responsive to all points raised in the office action. Should the examiner have any remaining questions or concerns, the examiner is encouraged to contact the undersigned attorney by telephone to expeditiously resolve such concerns.

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Respectfully submitted,


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PATENT
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APPENDIX OF ATTACHMENTS

**Replacement Sheets of FIGS. 1a, 1b, 3-5, and 11-13
(8 sheets of drawings)**

**Marked-up Sheet of FIG. 16, now cancelled
(1 sheet of drawing)**

(ENTIRE FIG. 16 DELETED)

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FIG. 16

